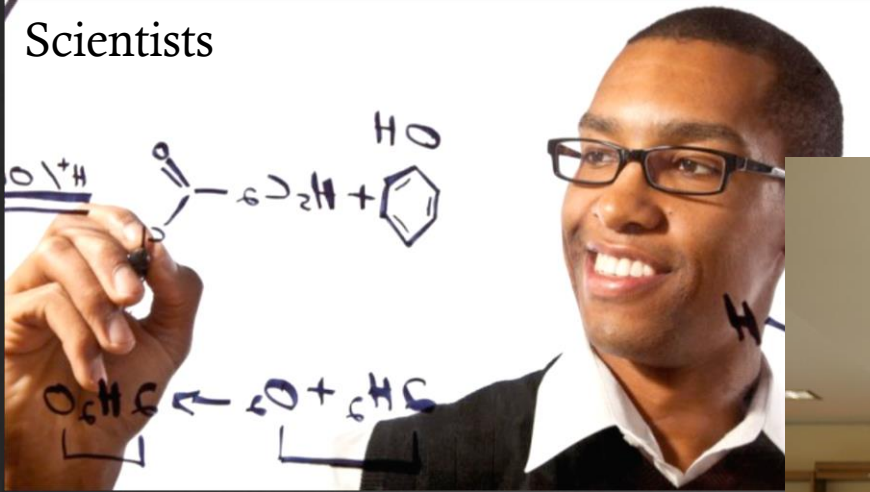# Personalizing Feedback in a Virtual Environment

Georgette Dumont
Assistant Professor
Department of Political Science and Public Administration

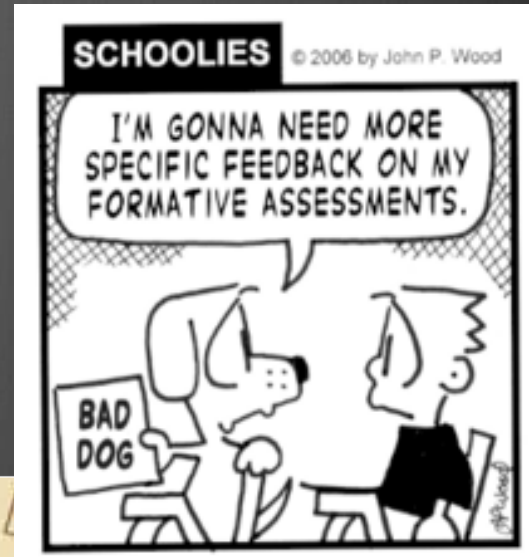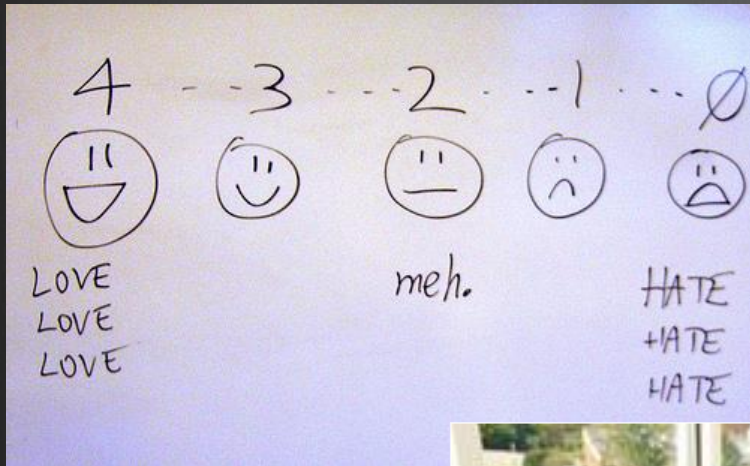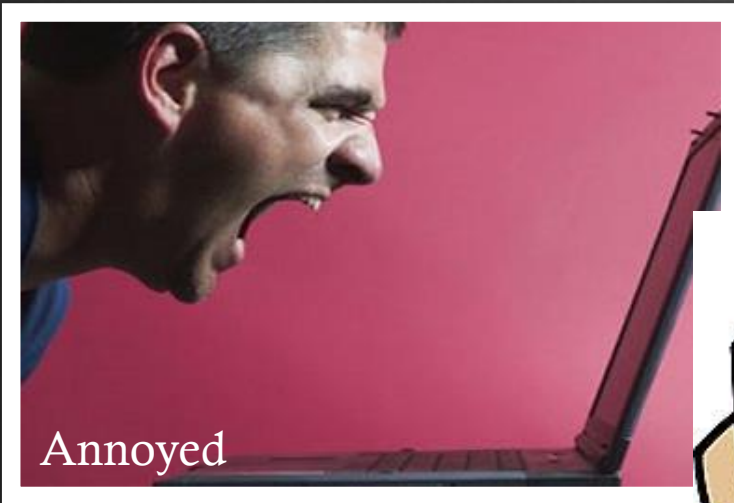Scientists

Researchers

Academics

Explorers

Teachers

The Paper Chase

frosh: **of-fice-hours**

('ä-fes 'au -erz) n. The block of time set aside for students by professors or graduate student instructors to ask questions or get assistance on class material. Var. help, support.

Annoyed

Frustrated

Alone

Grade Assignment: Memo 1

Jump to...   Hide User Names   Refresh

User: Guest1 n00776634 (Attempt 1 of 1)
View: Needs Grading

Exit   ◁ 3 of 3 ▷

Comment   2 of 20   Powered by crocodoc

Comment ▾   Draw   Highlight   Text   Strikeout   Highlight tool:

often without a plan and metrics to measure its effectiveness.   All modes of communication need to enhance the organization's image and brand, regardless if the purpose of their use is to acquire donations, or to provide information about programs or events, or even to offer a brief description of what the organization does. This includes online communication.

Like other communication mediums, nonprofits need to know how to best integrate social media into their organizations. However, social media are more than tools that exist in a silo; these platforms also impact the systems within the organization. Indeed, it can be argued that advances in technology have helped some nonprofits to become more open to their stakeholders. As noted by Saxton (2005), this openness impacts the processes within an organization, including its governance, by allowing more people to have a voice in organizational changes. Social media are avenues for informational inputs into the organization. These inputs are then processed and systems are adjusted as needed in order to adapt to the external environment. Organizational leaders and managers need to understand how these interactions can be synched to be able to optimize the use of these tools for mission achievement.

Museums have become adept at using new technologies to enhance a visitor's experience (Charitonos, Blake, Scanlon, and Lones, 2012). McTavish (2013) goes beyond the individual visitor by writing about the relationship between the museum as an institution, and the wider world, to create a public value. She opens her book by stating "[t]he modern museum does not exist. It is a mythical entity that has never been achieved. The museum cannot be situated in a single location or explained with reference to a linear, historical narrative, but it remains a public idea" (3).   The idea of a museum and the relationships formed are not place bound; they extend beyond the walls of the institution.

The purpose of this chapter is to learn from a nonprofit museum that was an early adopter of social media platforms. The reader will see how it faced challenges in the utilization of social media, and how it continues to learn from its practices. Also discussed is how the museum adapts its internal processes to strategically use social media, including adjusting the organization's social media policies.

0:05 / 8+ hours   DRAW   Restart   Done

Assignment Details ▾

GRADE
Last Graded Attempt   ✏ /100

10/13/14 4:40 PM Attempt   100 /100

GRADE BY RUBRIC

PAPER RUBRIC   Used for Grading

☐ Show Descriptions   ☐ Show Feedback

IDENTIFY THE ISSUE   (5%)
○ Novice   0 (0%) points
○ Competent   3 (3%) points
✅ Proficient   5 (5%) points

CONTENT   (40%)
○ Novice   0 (0%) points
○ Competent   20 (20%) points
✅ Proficient   40 (40%) points

WRITE PROFESSIONALLY   (30%)
○ Novice   0 (0%) points
○ Competent   15 (15%) points
✅ Proficient   30 (30%) points

CITE SOURCES CORRECTLY   (15%)
○ Novice   5 (5%) points
○ Competent   10 (10%) points
✅ Proficient   15 (15%) points

FOLLOW DIRECTIONS   (10%)
○ Novice   0 (0%) points
○ Competent   5 (5%) points
✅ Proficient   10 (10%) points

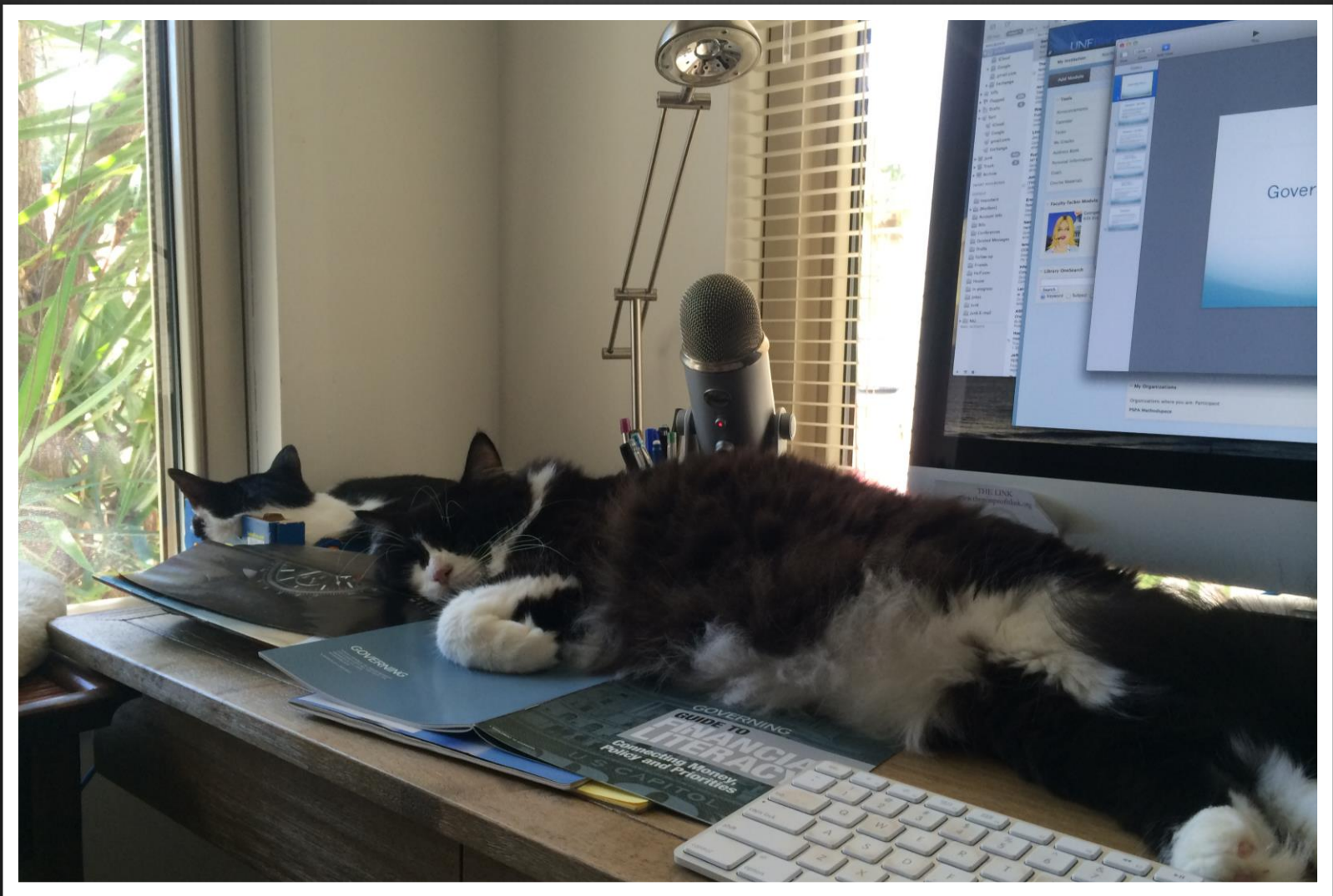Raw Total: 100
Change the nu...   Text Editor   Cancel   Save Rubric

Accomplished

Success

Gratified

Thank you!